

presenting an interactive data display including a user interface appearance based at least in part on the tradable item data display;

receiving a selection of an item in the interactive data display that corresponds to an offer command;

generating a bid value based on the submitted offer command; and

submitting a bid and offer command.

56. The method of claim 55, wherein the tradable item data display is a data window.

57. The method of claim 55, wherein the tradable item data display is a spread sheet.

58. The method of claim 55, wherein the tradable item data display is a web page.